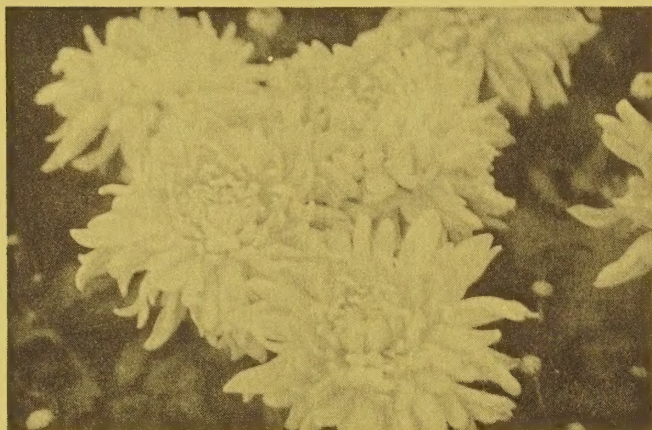


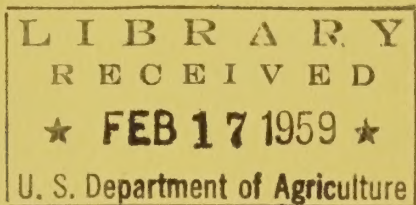
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# "Modern Mums.....



A Fleming 1959 Introduction  
AUTUMN SPLENDOR



for  
1959

FLEMING'S FLOWER FIELDS

3100 LEIGHTON AVENUE  
LINCOLN 3, NEBRASKA





### AK-SAR-BEN

The first of the fine Uni of Nebr. Garden Quill mums

To Our Many Friends and Customers

Once again we are pleased to present our spring catalogue for your consideration. Our Modern Mum section is headlined with 5 new introductions from our hybridization program. We have secured the exclusive rights to introduce a fine large pure white pompom, Gregory, from Mr. George Nadeau of Greenville Michigan. An outstanding new early blooming unique garden quille mum is AK-SAR-BEN from Glenn Viehmyer. This is the first of a series of early blooming spiders, quills, & spoons from North Platte.

May we call attention to a new section "Choice Shrubby plants." Among these will be found those little charmers Miniature Roses, Pyracanthas or firethorn, large flowered Clematis, and an outstanding new dark blue spirea, Caryopteris Azure.

We are introducing a new exciting series of cut or Maple leaf Super Hardy Hibiscus. Plants are dwarfer, slenderer, & more graceful in branching than other Hibiscus.

We cordially invite you to visit our fields from mid April on when dwarf phlox, primulas and other spring bloomers begin our flower show. Continuing color parades through our fields with Oriental Poppies, Pentstemon, Hibiscus, Hemerocallis, Carnations, etc. Highlighting in colorful finals are the Hardy Asters & Modern Mums.

Our sets of Ektachrome 35mm slides have been revised this year to include many of the fine newcomers in mums & other Perennials of 1956 to 1959. See inside back cover for details.

We wish to thank most sincerely our customers & friends for their interest & patronage. We will do our utmost to warrent your continuing loyalty.

Sincerely

The Flemings



## 1959 INTRODUCTIONS IN MODERN MUMS

### FLEMING'S FLOWER FIELDS

**AUTUMN SPLENDOR** - A blaze of autumn colors as seen in the leaves of maples, oaks and sumac. Huge (4-5") fully double flowers of a rich deep red show a gracefully whorled center on opening. The petals are incurved and thus reveal a glowing old gold reverse side. The flowers are borne in clusters on long, stiff stems on 24-30" plants. An extremely hardy variety with very frost tolerant flowers. Blooms from October 5th on. 75¢ each.

**GREGORY** (George Nadeau.) We are pleased to offer for the first time nationally one of the new garden mums produced by Mr. George Nadeau. Fully double stiff textured 2 1/2 to 3" white pompons are borne in clusters on strong upright plants. The flowers have an attractive light tan-pink center on opening which shades to pure white in a few days leaving the flowers completely white for the balance of the season with no purpling during cool weather. The stiffly upright 24-30" plants are nicely branched and hence provide an abundance of long stemmed flowers for cutting. Plants are extremely winter hardy. 75¢ each.

**LUSTROUS** - Graceful bushy plants 15-18" high and 28" across covered with 1 1/2" solid ball-like poms of a most unusual and lovely red shade. The color is that of delicious crushed strawberries with old rose overtones and hence is a pastel shade which blends well with many others. Blooms from Oct. 1st. on. 75¢ each.

**MOUND O' SNOW** - Symmetrical mounds 10-12" high and up to 24" across are smothered with double 2 1/2 -3" flowers from early September onward. This variety has created much interest where seen on trial for it is so early blooming that it is in its prime just as the early ones are beginning to bloom. 75¢ each.

**RUBESCENT CUSHION** - A new ruby red "Carnation-flowered" cushion mum. This is truly a cushion mum for it forms very dense compact plants but 10-12" high and spreads up to 30" across. The foliage on this mound is completely hidden by hundreds of double glowing ruby red flowers from October 1st on. The flowers resemble Carnations as the petal edges are notched or serrated. A fine companion for other extra low cushions such as Copper'n' Gold, Mound O' Snow, Tiny Rubies and Bantam Yellow. 75¢ each.

SOME PUMPKINS !! A distinctive newcomer in the cushion class. Sturdy bushy plants 12" high and up to 30" across with attractive dark foliage are topped with myriads of sparkling golden pumpkin orange flowers. These brightly hued 2-3" semi-double flowers have the interesting property of incurving into a ball and thus resemble a "football" mum in miniature. An early bloomer, starting about Sept. 7th. 75¢ each.

#### UNIVERSITY OF NEBRASKA (Glenn Viehmeyer)

AK-SAR-BEN - This is the first in a new and unique series of early blooming quilled or "spider" mums for the home gardener. It was named for the famous Nebraska civic organization which is well known for its support of many worthy activities. The fully double stiff textured quilled flowers are 3 1/2 to 5" across and are borne singly or in loose clusters on strong stiff stems. The color, as described by Mr. Viehmeyer, is a decorator's color which goes well in many colors - a suntan shade overlaid with rose. Strong 30" plants bear their blooms from late August until killing frosts. A much desired truly hardy early blooming "Rayonante" type mum which is sure to become popular. 80¢ each.

#### STILL MORE EXCELLENT 1959 INTRODUCTIONS

CORSAGE CUSHION (Bristol) Another lovely newcomer having the popular new "Carnation" type flowers. The fringed two inch flowers of pearl pink shading to ivory are borne in profusion on 15" cushion type plants. \$1.00 each.

DANDY (Lehman) An upright cushion-like plant loaded with blooms over a two month period. The bright red-bronze flowers are incurved and are produced in abundance from early Sept. on. 75¢ each.

GREMLIN (Bristol) Attractive stocky 18" plants heavily laden with sprays of tight 1 1/2 -2" poms. The flowers are a soft orchid pink with striking maroon eyes. Blooms from mid-September on. \$1.00 each.

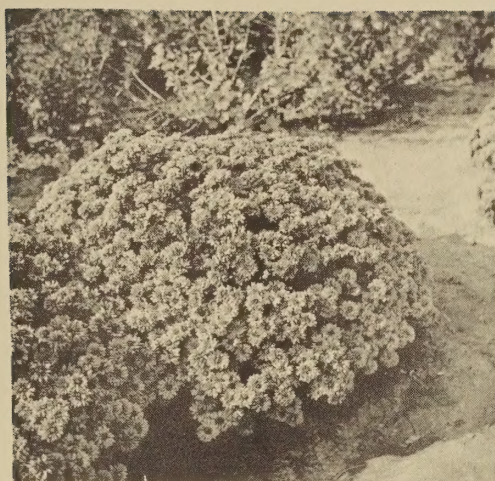
PRAIRIE MOON (Uni. of Minn.) A new early blooming, large flowered sort which was bred specially for the northern states. Lovely creamy white fully double blooms up to four inches across are freely produced on 24-30" plants. The petals are incurving, thus the flowers resemble "Football" mums in form. 85¢ each.

TONKA (Uni. of Minn.) Fully double deep yellow flowers appear on plants of medium height from early Sept. onward. The blooms measure up to 3 1/2" across, while the plants are 20" high and up to 30" across. 85¢ each.



## UNIVERSITY OF NEBRASKA MUMS

- AK-SAR-BEN (1959) A striking hardy "Spider" mum.  
See 1959 Introductions.
- ARAPAHOE - Huge 3-4" flowers are produced in clusters on long stems on strongly upright 36" plants. Flowers are a rich red shade with reddish bronze reverse. Very frost tolerant. 60¢ each.
- DUNESAND (1957) Strong upright 30-36" plants with myriads of 2 1/2" flowers of a soft fawn yellow blend. 50¢ each.
- GOLD RIBBON (1957) Plants 12-15" high and 20-24" across are covered with deep gold to light orange flowers with darker centers. Mid-Sept. Very hardy. 55¢ each.
- KIOWA - Long stemmed clusters of bright orange-red poms. Blooms from late Sept. on. Very frost tolerant. 50¢ each.
- LESHARA - Heavily branched 30" plants loaded with sprays of flowers from early Sept. on. The color, an unusual one, is soft mulberry red with old rose overtones. Flowers withstand temperatures as low as 25 deg. with only occasional petal damaged. 50¢ each.
- NORTH PLATTE - Heavy textured 3-5" double flowers of an attractive bright orange borne on strong 2 ft. plants. Blooms from Sept. 20th onward. 50¢ each.
- PATHFINDER - The first of the "Carnation-flowered" mums - so called because of their deeply notched or serrated petals. Bright yellow 2 1/2 to 3" very double flowers cover attractive hedge-like plants 22-30" high and 20-24" across. Blooms from Sept. 20th on. 50¢ each.
- PLAINSMAN - Another of the unique Carnation-flowered mums. A beautiful reddish-bronze companion for Pathfinder. Very frost resistant flowers which are excellent for corsages. Mid-Sept. 55¢ each.
- TECUMSEH - Attractive compact 12-15" mounds covered with flowers of erythrite red to buff bronze. Early Sept. bloomer. 50¢ each.
- WHITE CLOUD - Acclaimed by mum fanciers across the country as the best early white cut flower garden mum. Fully double 3-5" pure white flowers with creamy centers. A very hardy plant with flowers which are extremely frost tolerant. Blooms begin early in Sept. 50¢ each.



### RUBESCENT CUSHION

(Fleming 1959)

### CUSHION MUMS

**APRICOT GLOW** (Bristol) Bushy plants, 12-15" high, covered with double apricot-bronze flowers from mid-Sept. on. 50¢ each.

**BANTAM YELLOW** (Bristol, 1958) A cute, super low mat 8-10" high and up to 30" across. Plants are covered with 2-3 1/2" fully double primrose yellow blooms. 75¢ each.

**COPPER 'N' GOLD** (Donaldson-Fleming) Attractive close-knit mounds 10-12" high and up to 3 feet across are completely covered with bright golden yellow flowers with coppery bronze centers. 50¢ each.

**EARLY GOLD** (Lehman) Nicely shaped bushy plants 15-18" high and up to 30" across loaded with bright golden yellow pompons from early Sept on. 50¢ each.

**FUCHSIA FAIRY** (Herr) Attractive mounds 12-15" high covered with 1" blooms of a sparkling fuchsia shade. One of the most frost tolerant mums we know of. 50¢ each.

**GOLD RIBBON** (Uni. of Nebr., 1957) Plants 12-15" high and 20-24" across are covered with deep gold to light orange pompons with darker centers. Blooms from mid-Sept. on. 55¢ each.

**GOLDEN CARPET** (Bristol) Really a flowering carpet 10-12" high and up to 30" wide of golden yellow pompons. Blooms from mid-Sept. 50¢ each.

**GOLDEN FANTASY** (Uni. of Minn., 1957) An exciting addition to the "carnation-flowered" group of garden mums. Flowers are of a rich golden yellow with petals which are tubular with pronged and forked edges, thus making the flowers resemble large (3") fully double carnations. Attractive dark foliated 15-18" plants which are in bloom from late Sept. on. 60¢ each.



- JEWELIGHT** (Martin, 1958) Deep grape colored poms with attractive silvery reverse smother mounds 8-10" high and 15-18" across. A fine companion for other extra- low cushions such as Copper'n' Gold, Bantam Yellow and Rubescent Cushion.  
75¢ each.
- LIPSTICK** (Dunham) A flat topped mound 15-18" high and 24" across. Flowers are a bright crimson-red. One of the best red cushions.  
50¢ each.
- LOVELY LASS** (Fleming, 1957) Symmetrical mounds 12-15" high covered with fully double orchid lavender flowers. A lovely soft shade which blends well with cushions of other hues. Late Sept.  
60¢ each.
- MARTIN'S YELLOW** - Immense flowers (4") of soft yellow on low bushy plants. One of the best early season dwarf sorts.  
55¢ each.
- MINNBRONZE** (Uni. of Minn., 1957) A dense mound 10-12" high and up to 24" across in which the foliage is completely hidden by coppery-bronze flowers. Mid-Sept.  
60¢ each.
- MINNPINK** (Uni. of Minn., 1957) A welcome newcomer to the group which may be described as being "king-sized" cushions which has been hailed by mum lovers across the country as the best pink cushion to date. The foliage of the perfectly symmetrical plants 15-18" high and up to 36" across is hidden by hundreds of truly pink fully double flowers. Blooms from early Sept. on.  
60¢ each.
- NEW MARTIN'S WHITE** (Lehman) An improved form of the favorite variety Martin's White. Large fully double incurving blooms (4") are produced in profusion on sturdy 18" plants. Mid-Sept.  
60¢ each.
- ORCHID HELEN** (Becker) Attractive bushy plants 15" high and up to 30" across covered with double bright orchid pink flowers. A very lovely sort. Mid-Sept.  
50¢ each.
- MOUND O' SNOW** (Fleming) Symmetrical mounds 10-12" high and 24" across are smothered with double white blooms. One of the best early season cushions.  
75¢ each.
- NEW GOLD NUGGET** (Fleming) Mounds 12-15" high and up to 30" across are covered with double bright lemon yellow flowers. The flowers resemble somewhat the Japanese Anemones in form. Blooms from Oct. 1st on.  
75¢ each.
- NEW PAPER WHITE** (Lehman) A splendid improved version of Paper White. Glistening pure white 3" flowers on 15-18" plants from early Sept. on. A fine subject for low borders or for potting.  
65¢ each.



ORANGE 'N' GOLD (Fleming, 1958) Another fine new cushion mum produced from the now justly famous cushion "Copper 'n' Gold." Neat 12-15" mounds of double flowers from Sept. 25th on. Reverse side of the petals are bright orange while the upper sides are bright gold, thus giving the flowers a two-toned effect. 65¢ each.

PINK PILLOW (Fleming, 1958) An outstanding new novelty cushion mum. 2-3" amaranth pink flowers with light silvery pink high crested "anemone" or "pin cushion" type centers. The ray petals have a silvery reverse which adds to interest. Cute 12-15" mounds loaded with blooms from Oct. 1st. onward. 75¢ each.

PINK SPOON CUSHION (Fleming, 1958) A most unusual new cushion mum. Bushy 12-15" plants up to 36" across are covered with large double blooms of rosy pink of an attractive "spoon" type. A large commercial grower described it as being "very exciting." 65¢ each.

RUBESCENT CUSHION - See 1959 introductions.

SNOVER'S WHITE CUSHION (Snover) Flat-topped mounds 12-16" high covered with white fully double flowers. Plants grow to 30" across. Mid-season. 50¢ each.

SOME PUMPKINS !! - See 1959 introduction.

SUNNY HILL (Fleming) Compact mounds of perky stiff petaled semi-double 2" daisies of sparkling bright yellow. Plants are 10-12" high and spread up to 30" across. These miniature glowing hills of gold never fail to attract visitors. 50¢ each.

TAFFY (Martin, 1958) A new cushion with flowers in the tempting shades of pulled taffy - salmon, buff, coral and apricot. Fully double blooms with a novel crested center blanket bushy medium low plants. Early Sept. 65¢ each.

TINY RUBIES (Fleming, 1957) Hundreds of 1" stiff textured glowing ruby red daisies with glistening gold centers completely blanket globular plants 10-12" high and up to 30" across. Flowers are reminiscent of cinerarias in appearance. It is a fine type for potting or for edging borders. 55¢ each.

TWINKLE (Dunham) A neat mound 12-15" high covered with double Cyclamen purple flowers. A fine addition to the cushion class which does well with other colors. 55¢ each.

VIV CUSHION (New, 1958) A vivid brick red cushion. The outstanding feature of this variety is the vivid red color which lasts and lasts and lasts without fading. Fully double Cactus-like flowers cover mounds 12" high and 20" across. Mid-season. 75¢ each.

WHIMSICAL CUSHION (Fleming) 10-12" mounds covered with most unusual flowers. The flowers are double with petals which are tubular in form with small spoon tips. The color is unique also, being a buff yellow overlaid with soft rust red.

65¢ each.

## BUTTON AND POMPON MUMS

BLANCHE LITWILLER (Kraus, 1957) An outstanding soft pink 3" pompon. Firm textured poms borne in clusters on long stems. Fine for cutting in mid-season.

60¢ each.

BRIGHT EYE - Bushy 20" plants bearing many stems of bright golden yellow buttons with orange-red eyes. Very hardy and very frost tolerant.

50¢ each.

CHARLES NYE (Kraus) A fine cut flower variety. Large bright buttercup yellow pompons clustered on long strong stems. Sept. 25th on.

50¢ each.

DELIGHT (Lehman) One of the best early blooming bright yellow poms. Strong 24" upright plants. Very hardy plant.

50¢ each.

EARLY CRIMSON (Lehman) Early blooming bright crimson pompons. Strong long stems - fine for cutting.

50¢ each.

EDNA ROWLEY (Kraus) Sturdy mounds 24" high with myriads of light pink, ruby-eyes button pompons. A prolific producer of cut flowers.

55¢ each.

GAMMY (Lehman) An extremely free flowering two foot bushy plant loaded with deep rosy lavender poms with darker centers.

55¢ each.

GOLD BUTTON (Kraus) A mass of golden yellow buttons with brilliant spanish orange eyed. Fine for early Sept. cut flowers

60¢ each.

GREGORY - See 1959 introductions.

HONEYCOMB (Yoder) A 24" bushy plant loaded with bright golden buttons with coppery overtones. Very frost tolerant.

50¢ each.

KIOWA (Uni. of Nebr.) Myriads of long stemmed clusters of bright orange-red pompons. Fine for cutting. Very frost tolerant.

50¢ each.

LAVENDER BUTTON (Lehman) Lavender-blue pompon buttons with darker centers. Flowers borne in clusters on strong tall stems. A wonderful cut flower for mid-season.

60¢ each.



PERFECTIONETTE (Dunham) Tall plants with long stemmed sprays of tightly incurved deep purple poms with attractive silvery reverse. Very frost tolerant. 65¢ each.

PUMPKIN POM (Fleming) Prolific producer of cut flowers. Extremely frost tolerant 2-3" poms of a glistening pumpkin-orange shade. Early October. Quantity limited. 50¢ each.

MASQUERADE (Bristol) Trim, compact 18" plants loaded with ball shaped flowers of silvery lavender rose with deeper centers. Oct. 1st. 50¢ each.

ROSY MORN (Dunham) A fine improvement over the old favorite pink button mum, Rosita. Mounds 18-24" high and up to 3 ft. across are loaded with numerous clusters of bright rosy pink stiff textured buttons. Fine for cutting. Oct. 5th. 60¢ each.

SMILES (Dunham) An improved Chiquita. Masses of bright yellow buttons cover mound-like 15-18" plants from early October on. 55¢ each.

SNOW SCEPTRE (Fleming) The best cut flower pom. Solid pure white ball-shaped poms in sprays on sturdy upright 30" plants. Oct. 1st. Very frost tolerant. 60¢ each.

LUSTROUS (Fleming, 1959) - A beautiful rose red pom. See 1959 introductions. 75¢ each.

#### GENERAL DECORATIVE CHYSANTHEMUMS

ADORABLE (Lehman) An early large double flowered bright rose pink mum with salmon reflections. The best of early season truly pink garden mums. 50¢ each.

AK-SAR-BEN (Uni. of Nebraska) The first of a series of early blooming garden "spider" mums. See the 1959 Introductions for details. 80¢ each.

ALERT (Gilbert Becker) Large intense purple flowers on strong plants. One of the finest early blooming purples for cutting. 50¢ each.

AMETHYSTINE (Fleming) Bushy 24" high plants with dark attractive foliage are covered with fully double 2 1/2-3 1/2" bright rosy purple flowers. Flowers are iridescent even on cloudy days. 55¢ each.

ARAPAHOE (Uni. of Nebr.) Huge rust red flowers for cutting -see Nebr. Mums. 60¢ each.

BRONZE PAT (Muller) A fine bronze toned sport of the favorite pink variety Patricia Lehman. A fine strong stemmed variety, producing loads of cut flowers. 55¢ each.

- BRONZE GIANT (Lehman) Strong 30" plants with huge fully double flowers (5") of a glowing bronze hue. An outstanding favorite with our visitors.  
60¢ each.
- CHRIS COLUMBUS (Rosebud) Outstanding ivory white large double blooms excellent for cutting. Luxuriant growing plant. Blooms from late Sept.  
50¢ each.
- CRIMSON GLORY (Lehman) Clusters of 3-3 1/2 blooms of a rich crimson red on strong upright plants 26" high. The best of the large red varieties.  
65¢ each.
- CROWNING GLORY (Lehman) Husky 3 ft. plants with long stemmed clusters of fully double 3-4" flowers of a coral apricot shading to nasturtium orange. One of our finest varieties for cutting. Frost tolerant, plants very hardy.  
50¢ each.
- DAISYMUM (Lehman) Best new alabaster white single mum. A fine daisy formed by broad petals. Sturdy 20" high upright plants produce loads of cut flowers.  
55¢ each.
- DR. LONGLEY (Longley) A fine dependable early blooming cut flower variety. Double bright rosy lavender flowers on stiff stems for cutting.  
50¢ each.
- DUNESAND (Uni. of Nebraska) Soft buff - faun yellow cut flowers.  
50¢ each.
- EARLY KATHLEEN (Lehman) A fine earlier blooming version of Kathleen Lehman. Fully double coppery bronze flowers on sturdy 20-24" plants. An excellent mid Sept. cut flower.  
50¢ each.
- EARLY WHITE (Lehman) Extra early clean cream white flowers. Fine texture and a clean white color makes it one of the best early whites for cutting.  
55¢ each.
- EVELYN DEVANEY (Lehman) Strong 26" plants with long stemmed large pearly pink flowers. A new pastel shade for late Sept.  
60¢ each.
- EVELYN GARREN (Kraus) One of the finest large fully double lilac lavender incurved varieties we have seen. Strong upright plants bear an abundance long sturdy stemmed cut flowers.  
65¢ each.
- FRED STONE (Kraus) A rich non fading velvety blood red duplex with lighter reverse. Reflexed 4" blooms that withstand rough weather are borne in abundance in mid season.  
60¢ each.
- INDIAN RED (Lehman) Large indian rust red flowers on strong stems. Petals are uniquely swirled at center of flower to add distinctive charm. Blooms Oct. 3rd on.  
55¢ each.



JESSAMINE WILLIAMS (Kraus) A beautiful white hardy quill spider. A fine novel free flowering plant which makes an excellent pot plant. 60¢ each.

JOHN FURST (Kraus) A typical fall color. Strong upright plants with an abundance of bright fully double glistening orange flowers for cutting. 60¢ each.

KING'S RANSOM (Bristol) Strong columnar plants 28-32" high which branch at the base for an abundance of long stemmed cut flowers. These attractive hedge like plants are topped with shining old gold 3-4" incurved flowers. Oct. 1st. 65¢ each.

LADY FAIR (Bristol 1958) A new tantalizing recurved type. Deep lavender buds swell into entrancing 3" blooms of a gently tousled cactus form. Soft lavender flowers shaded orchid pink disbud into perfect flowers 4 1/2 - 6" across. Plants grow 2 1/2 ft. tall and 24-30" across. Bloom Oct. 1st on. 75¢ each.

NEW DRIFTED SNOW (Lehman) An improved plant and flower form of the older variety Drifted Snow. Wide glistening pure white flowers 3" across formed by wide petals completely cover bushy 15-20" high plants for two months. 55¢ each.

NORTH PLATTE (Viehmeyer) See Uni. of Nebraska varieties. 50¢ each.

PEGGY ANN HOOVER - A very hardy garden variety of the novel "spider" mum. Large fully double flowers with thin tubular petals are deep shell pink. Thin tubular petals have hooked tips and are attractively curled. Blooms late Oct., excellent for potting. 65¢ each.

PRINCESS (Uni. of Minn. 1958) Extremely early flowering novel split petalled, or "carnation flowered" mum. Bushy free flowering plants 15-18" high and up to 30" across. The color a deep old rose with gold tipped petals. In full bloom for two months from late August on. 75¢ each.

PRINCESS KAY (Lehman 1958) Brand new royalty all decked out in pure alabaster white Heavy textured blooms on sturdy 24" high plants which bloom from Sept. 20. 75¢ each.

PURPLE HEART (Lehman) 1958) Fully double cactus like flowers 3-4" across of a grape juice purple with silvery reverse. Sturdy 30" plants provide a multitude of long stemmed flowers well suited for cutting. Mid season 70¢ each.

PURPLE WATERS (Lehman) An avalanche of rich deep purple flowers 3-4" across from early in the season on. One of the best early purple fully double garden mums - blooms from Sept. 15th on. 50¢ each.

**RAGGEDY ANN** - An interesting snow white novel split petalled or "carnation flowered" mum. An outstanding favorite with our visitors. Sturdy king sized cushions 16-20" high and up to 36" across are covered with flowers for two months. 65¢ each.

**REFRESHING** (Dunham) A very large cactus-dahlia shaped bloom of golden bronze. A fine exhibition sort for disbudding. Blooms Oct. 1st on. 55¢ each.

**RUBY BREITHAUPT** (Kraus) A truly exceptional garden mum. Heavy textured 5" domed shaggy flowers of soft primrose shading to cream. Strong plants 26" high bloom from Oct. 1st on. An excellent disbud. 55¢ each.

**RUTH SCOTT** (Kraus) This is a fine large incurved beauty in golden bronze. Of good color and texture this 4 1/2" flower is borne on 24" high plants. An ideal autumn shade unusually floriferous & productive. 65¢ each.

**RAGGEDY ANN** Interesting snow white split-petaled or carnation flowered variety that is outstanding in the garden. Completely covered with flowers for two months. Mid-season Height — 16" 65¢ each.

**STYLISH** (Bristol) Always lovely, always a glorious mass of fresh surprises. Shapely recurving cactus 3" blooms open a bright silvery vermilion slowly becoming deep rose, flushed with raspberry cerise. Mid-season Height 2-2 1/2" 65¢ each.

**WHITE SAILS** (Lehman) Very heavy textured flowers of white with a slight cream center. Vigorous growing good cut flower. Mid-season 21" height. 55¢ each.

#### NEW HARDY ASTERS

Tremendous improvements have been made in recent years in this group. For garden color during the late summer and autumn months they are unequalled.

**CLARITY** - The finest white variety. Semi-double 2" blooms on bushy 24-30" plants. 50¢ each.

**ERNEST BALLARD** - Huge flowers of a glowing carmine to mulberry-heliotrope shade. 55¢ each.

**EVENTIDE** - Large semi-double to almost double deep gentian blue-purple flowers on nicely shaped 30" plants. 50¢ each.

**JEAN** - Myriads of bright blue flowers on upright 18" plants. 50¢ each.

**MARIE BALLARD** (New, 1958) The most fully double hardy Aster to date. Large powder blue flowers which show centers only on age. Quantity limited. 75¢ each.



MELBOURNE EARLY RED (New, 1958) The best red hardy Aster. Rich currant red flowers are produced profusely on bushy 24" plants. 65¢ each.

TAPESTRY (New) Large semi-double flowers of a lovely pastel pink shade on upright 30" plants. 50¢ each.

### NEW DWARF HARDY ASTERS

Symmetrical cushion-like plants are covered with flowers, right down to the ground. Splendid for foundation plantings or in the foreground of flower beds.

BONNY BLUE (New, 1957) Compact mounds 8-10" high and 10-15" across with bright blue flowers of a medium wisteria-blue shade. 60¢ each.

OREGON SNOWBANK - Closely knit plants loaded with sparkling white flowers. 50¢ each.

PINK BOUQUET - Masses of soft pink flowers on compact bushy plants. 50¢ each.

ROSE SERANADE (New, 1957) The most striking dwarf Aster. Erigeron-like flowers of bright rose pink with golden centers on cushion-like 12" plants. 60¢ each.

TWINKLE - Dwarf plants completely covered with flowers of a delicate shade of crushed raspberry and amaranth-rose. 55¢ each.

WHITE FAIRY - Starry flowers of white, tinged bluish pink on 12" mounds. 50¢ each.

### DIANTHUS (PINKS)

Very few plant families have enjoyed the continuing popularity of the pinks and carnations. They will amply repay you in garden beauty dividends wherever planted.

ARIEL - A very lovely, rare dwarf pink. Cushions of deep blue-green leaves about 1 1/2" high from which arise numerous bright rose red flowers on 3 inch stems. 65¢ each.

DINA WELLER - Globe-shaped plants 3-4" high and 12" in diameter covered with half-dollar sized single delicate pink flowers with red eyes. 50¢ each.

DINAH - Fully double flowers of a deep persian rose with maroon centers. An excellent grower with stiff 8-12" stems. 55¢ each.

DUBONNET - Large fully double glowing wine purple carnation-like flowers. 55¢ each.

EVANGELINE - Perfectly formed fully double blooms of a soft persian rose shade with darker centers. 55¢ each.

LACY LASS (New) A quaint laced sort with maroon edging and center blotches overlying white petals. Quantity limited. 65¢ each.

MOON MIST (New) The finest white garden pink. Large fully double fragrant flowers on strong 12" stems. 55¢ each.

PINKETTE (Fleming, 1958) Three inch mounds of blue-green foliage with myriads of 1-1 1/2" soft pink flowers with rose centers. Petals are broad and waved. Very free flowering over a long period. 65¢ each.

PINK PRINCESS (New) Myriads of deeply lacinated double blooms of bright rose pink. A very free flowering, exceptionally hardy sort. 50¢ each.

ROSE UNIQUE - Double carnation-like flowers of bright rose flowers borne profusely on attractive compact plants. 55¢ each.

#### MODERN GIANT HARDY HIBISCUS

The hardy Hibiscus are among the showiest of all summer flowering perennials. The varieties listed below, with two exceptions, are products of our extensive breeding program. These varieties are much improved in flower form and flower size than those usually offered. See "1959 Introductions" section for additional Hibiscus.

ALEXANDER'S RED - Seven to nine inch flowers of bright rose red. 75¢ each.

BIG RED (New, 1957) Huge velvety crimson red to maroon red flowers measuring up to 10" across. Petals are often ruffled or fluted, thus adding to their attractiveness. \$1.50 each.

BRIGHT EYES - Large glistening white blooms with striking crimson red to purple red eyes. \$1.00 each.

LOVELINESS (New, 1957) Large shallow bowl-shaped blooms of soft silvery lavender-pink with no dark centers. A favorite with the ladies. \$1.35 each.

MRS. J. HERBERT ALEXANDER - Large flowers, pure white with red eyes. 75¢ each.

PEPPERMINT STICK - Huge flowers of white overlaid with soft pink and with dark red eyes. The pink flush is more pronounced at edge of petals and becomes more intense during cool weather. \$1.25 each.



SNOW BOWL(New, 1957) Large pure snow white flowers with no contrasting eyes. This is a rarely offered form as most white Hibiscus have darker centers.  
\$1.35 each.

MIXED SHADES - white, red and pink shades.  
65¢ each.

#### PHLOX DECUSSATA (Summer flowering Phlox)

One of the finest perennials for the summer garden. Need little attention. Our collection includes the finest new sorts.

B.SMYMONS JEUNE(New) Very large rose pink flowers with darker centers. 55¢ each.

BRIGADIER - Large carmine-red florets. A splendid recent importation from England. 50¢ each.

BLUE BOY - The nearest to a dark blue Phlox to date. An excellent grower of medium height. 50¢ each.

CHARLES CURTIS - Flowers of glowing cherry red. A very striking sort. 50¢ each.

ELIZABETH ARDEN - Heavy trusses of large soft pink flowers with rose red eyes. 50¢ each.

SIR JOHN FALSTAFF - The largest of all Phlox. Exceptionally large blooms of a rich luminous pink shade. 50¢ each.

SNOWCAP - Large trusses of pure white flowers. A fine early season sort with low growing plant habit. 50¢ each.

WORLD PEACE - A very fine large pure white. Enormous flower heads on long strong stems. 50¢ each.

#### PHLOX SUBULATA (Creeping Phlox)

The very popular spring flowering moss Phlox which is so showy in April and May.

ALEXANDER'S SURPRISE - Bushy 6-8" plants with large rosy pink flowers with red eyes. Blooms again in the fall. 50¢ each.

INTENSITY (New) Evergreen foliage mounds which are hidden during spring with bright cerise flowers. 55¢ each.

SCARLET FLAME (New) The reddest of the creeping Phlox to date. Mounds of rich ruby scarlet flowers. 60¢ each.

WHITE DELIGHT - The best white variety. Glossy green foliage mounds which are covered with pure snow white flowers in the spring. 50¢ each.

WHITE PERFECTION (New) A most unusual sort. Large white flowers with bright blue centers. 65¢ each.

### HEMEROCALLIS (Day Lilies)

The modern Hemerocallis is one of the best summer flowering perennials, providing much color with little care. The varieties listed below are tried and true sorts which we can recommend most highly.

AUGUST PIONEER (Stout) A multiflora hybrid. Medium sized flowers of chrome orange flushed with red. Aug. and Sept. bloomer. 50¢ each.

BLACK FALCON (Nesmith) The nearest to black of any Hemerocallis. Very dark toned flowers with small yellow centers. \$1.00 each.

BROWN-EYED SUSAN (Hill) Light yellow with reddish brown eyes. 50¢ each.

CAPTAIN BLOOD (Russell) Large velvety red flowers with wide rounded petals. Flowers stay open far into the night. \$1.00 each.

CHINA MISS (Bechtold) Large flowers with ruffled and recurving petals and sepals. The color is aureolin yellow with red markings on the petals. 65¢ each.

DAILY DOUBLE (Douglas) A most unusual sort in which most of the flowers are double. The orange yellow petals and sepals are furled. 75¢ each.

HONEY REDHEAD (Nesmith) Open flaring flowers of bright velvety red with distinct creamy yellow borders on petals and sepals. \$1.00 each.

HYPERION (Mead) Huge waxy soft canary yellow. One of the best large flowered sorts. 50¢ each.

LIEBESTRAUM (Bechtold) Bright rose petals with lemon mid-ribs. Sepals are lemon yellow with narrow brick red edges. 75¢ each.

MONTE (Russell) A striking bicolored sort. Petals are deep rosy brown while the sepals are lemon yellow. 65¢ each.

MT. VERNON (Russell) Large lemon yellow overlaid with coral rose. 50¢ each.

NIAZUMA (Russell) Ruffled petals of fiery red with mahogany veins and yellow mid-ribs. Sepals are of the same color with faint yellow ruffled edges. 60¢ each.



### HEMEROCALLIS

Russell's Minuet

OPHIR (Farr) Deep gold trumpet shaped flowers. Late summer. 50¢ each.

PAINTED LADY (Russell) Huge blooms (up to 8-9" across) of a coppery terra-cotta shade. A highly honored variety. \$1.00 each.

PINK CHARM (Nesmith) Recurved open flowers of a ruddy coral pink with light yellow centers. \$1.00 each.

PURPLE WATERS (Russell) One of the best purples - actually a wine purple with lemon yellow throats. 65¢ each.

RUSSELL'S MINUET (Russell) Petals are rosy red with green mid-rib while the sepals are greenish yellow. 60¢ each.

### JAPANESE IRIS

These are the strikingly lovely Iris which are often referred to as Orchid Iris. The flowers are large and flat in shape, thus are much different than the bearded "German" Iris. Culture is not difficult for they simply require rich garden soil and adequate moisture.

BLUE. WAVES - Large semi-double greyish flowers overlaid with blue. 75¢ each.

FASCINATION - Large double blooms of mauve pink with blush white veins. 75¢ each.

GOLD BOUND - Fine double white with gold banded center. 65¢ each.

HADONA - A striking nine-petaled variety. Violet blue with lighter blue veins and gold centers. 85¢ each.

LUCIA MARSHALL - Large double pansy violet with white veins. 65¢ each.



MOMYI-NO-TAKI - Fine double dark red with golden center. 75¢ each.

MRS. J.A. HAYDEN - Double white, lightly suffused pale violet. Almost a triple form as the anthers develop into extra petals. 75¢ each.

ROSE ANNA - Lovely double ivory white with ruby red veins. 65¢ each.

### THREE CHOICE NEW PERENNIALS

CARYOPTERIS AZURE - A beautiful new dark blue "Blue Spirea." The light blue form, Blue Mist, has been very popular and thus we are sure that this newcomer will be in much demand. Upright shrubby plants which are lower growing than Blue mist and with flowers of a much deeper blue shade. Strong blooming sized potted plants. 75¢ each.

PENTSTEMON FLATHEAD LAKE HYBRIDS (Indian Jewels) A new race of hybrid Pentstemons which was produced from crosses between selected forms of *P. barbatus* and *P. glaber* and related species. Long spikes of tubular bell-shaped flowers in varying shades of pink, rose, red, violet and purple. Blooms are produced steadily from early June until fall.

SEDUM MAXIMUM ATROPURPUREUM (Mahogany Plant) Attractive upright 2-2 1/2" plants with plump leaves of rich mahogany red overlaid with bronze-purple. Large heads of creamy rose flowers in late summer contrast nicely with the ebony hued stems. An excellent item for arrangements as the flowers last well when cut. 75¢ each.

### SELECTED HARDY PERENNIALS

ANEMONE JAPONICA RUBRA - Long stemmed sprays of red semi-double blooms from mid-Sept. onward. One of the best fall blooming perennials. 50¢ each.

ASTILBE RED SENTINEL (New) Airy plumes of rich deep garnet flowers are carried on stiff 18" stems above attractive mounds of dark green fern-like foliage. 75¢ each.

CHELIDONIUM MAJUS FL.PL. (Double Celandine Poppy) A very attractive, rarely offered spring and early summer blooming perennial. Graceful bushy 18-24" plants loaded with bright golden yellow semi-double to double 1" blooms. 55¢ each.

DAISY AGLAYA - Large double flowers with lovely fringed petals. One of the best summer flowering cut flower perennials. 55¢ each.

- DAISY MOUNT SHASTA - A beautiful "Anemone-flowered" sort. The high, full crested centers rest atop double rows of broad overlapping guard petals.  
55¢ each.
- GAILLARDIA ATTRACTION - large butterscotch yellow daisies with reddish flush in the center.  
50¢ each.
- HELENIUM COPPER SPRAY - A new importation from Europe. Bushy upright 3-4 ft. plants covered with 1 1/2" daisy-like flowers in red, bronze and copper hues from August until killing frosts. The most showy Helenium we know of.  
60¢ each.
- HOSTA HONEYBELLS (New) A lovely plant with large olive green leaves and spikes of lily-like flowers of a soft lavender shade, streaked with blue. An excellent plant for shady spots.  
75¢ each.
- HOSTA VARIEGATA - Plantain like leaves with light yellow to white variegations. Spikes of lavender lily-like blooms in mid-summer. One of best foliage plants.  
50¢ each.
- IBERIS ALEXANDER'S EARLY - An early blooming form of hardy white Candytuft. Attractive evergreen plants loaded with white flowers in early spring.  
50¢ each.
- DOUBLE LILY OF THE VALLEY - A rare form of this favorite plant. Strong stems of stiff textured double waxy white bells.  
60¢ each.
- LYTHRUM (Loostrike) Stately border plants which provide color almost continuously during the summer months.
- MORDEN ROSE - Attractive upright plants with spikes of rich rose red blooms.  
50¢ each.
- PROLIFIC - A lovely new variety with persian rose flower spikes.  
50¢ each.
- ROBERT - Compact bushy 18" plants with spikes of bright fuchsia rose flowers.  
50¢ each.
- MONARDA DAHLIATOWN ORCHID - A rich reddish violet shade. A strikingly different Bergamont.  
50¢ each.
- MONARDA GRANITE PINK - A new semi-dwarf variety. Bright rose pink flowers in an unfading shade.  
55¢ each.
- OENOTHERA ROSEA - One of the loveliest low growing summer flowering perennials. Myriads of 2" saucer-like soft rose pink flowers on 8-10" stems arise from compact foliage rosettes.  
50¢ each.

## LARGE FLOWERED CLEMATIS

The large flowered Clematis are generally considered to be the most colorful of the vines. When grown on a trellis, fence, arbor or porch they are truly gorgeous. Plant in a well drained location. A spot which is shaded from the hot afternoon sun is best.

CRIMSON STAR - A spectacular grower with large rich garnet-red flowers. \$1.35 each.

HENRY I- Immense pure white flowers are produced in profusion throughout the summer months. \$1.25 each.

JACKMANNI - An all-time favorite. Vigorous grower with large glowing purple blooms. \$1.25 each.

MME. BARON VEILLARD - A truly lovely sort, large pastel toned flowers of a warm lilac-rose. An extremely strong grower. \$1.25 each.

### Quantity Discounts

The following prices apply when three or more of a single variety are purchased. Prices on 12 or more will be furnished on request.

Each Price	Per 3	Each Price	Per 3
\$ .50	\$1.25	\$ .65	\$1.75
\$ .55	\$1.40	\$ .75	\$2.00
\$ .60	\$1.50		

### COLORED SLIDES

We have several sets of 100 each of Kodachrome, Ektachrome, and Ansco Color 35m.m. slides of "Modern Mums" and other perennials, as Hardy Hibiscus, veronicas, hardy asters etc. Sets are revised each year--include the fine Uni. of Nebraska mums of 1955 thru 1959 Introductions as well as the best from Bristol Nurseries, Lehman, Dr. Kraus, Becker, our introductions and many others. There are field scenes as well as close ups of plants and flowers.

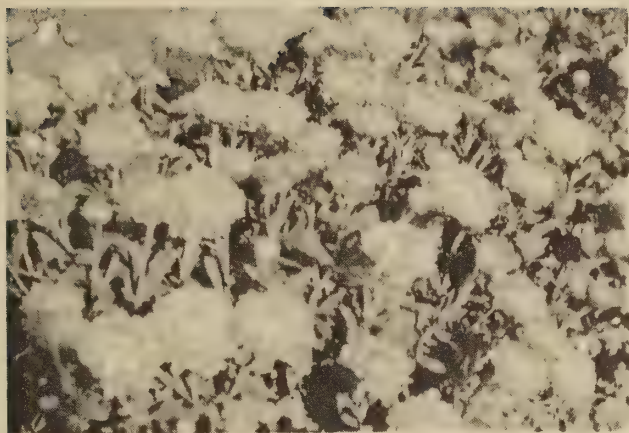
These sets are available for use by garden clubs and other groups at no cost except for return postage.

Please make requests for slides well in advance of desired showing date to avoid disappointment. Projector and screen to be supplied by each group using slides.

### TERMS OF SALE

1. Cash with order please, no C.O.D. orders will be accepted.
2. Orders for \$3.00 or more will be prepaid. Those for lesser amounts should be accompanied by an additional 25¢ to help defray transportation costs.





CUSHION MUM (SOME PUMPKINS)  
(Fleming 1959)



HARDY HIBISCUS (BRIGHT EYE)  
(Fleming 1955)



A fine early blooming Uni. of Neb. Mum (PRAIRIE SUNSHINE)

#### Disclaimer

We guarantee safe arrival of plants. Reports concerning shipments received in bad order must be made within 10 days of receipt of plants. Later reports cannot be honored. It is further agreed that our responsibility regarding untruthfulness to name is limited to replacement or refund of purchase price only.



- No. 14 A Collection of New Hardy Asters - one each  
Bonnie Blue, Clarity, Eventide, Melbourne Early Red, Oregon Snowbank  
Pink Bouquet. A \$3.25 Value for \$2.75
- No. 15 A Collection of Dianthus - Be sure to add these favorites to your  
garden. Dina Weller, Dubonnet, Evangeline, Moon Mist, Pink Princess  
One each A \$3.25 Value for \$2.75
- No. 16 A Colorful Border Collection for Spring and Summer (one each)  
Dianthus Moon Mist, Dianthus Pink Princess, Double Celandine Poppy,  
Hemerocallis Hyperion, Hemerocallis Purple Waters, Iberis Alex  
early, Bonarda Granite Pink, Lythrum Robert, Penstemon Indian Jewels  
Penstemon Regality, Phlox Sub. Intensity, Phlox Sub. Scarlet Flame,  
Veronica Icicle. A \$7.20 Value for \$5.90
- No. 17 A Collection of Colorful Summer Perennials - A Collection Planned  
to give an abundance of cut flowers all Summer. ONE EACH  
Buddleia Floral Art, Buddleia Red, Caryopteris Blue Mist, Daisy  
Aglya, Gaillardia Attraction, Hemerocallis China Miss, Penstemon,  
Flathead Lake, Penstemon Regality, Veronica Blue Champion, Veronica  
Icicle. A \$5.45 Value for \$ 4.55
- No. 18 A Collection planned to give you a colorful garden all season.  
One Each. Aster Clarity, Aster Eventide, Aster Tapestry, Buddleia  
Floral Art, Caryopteris Azure, Dianthus Dinah Weller, Dianthus  
Pink Princess, Helonius Copper Spray, Hemerocallis Hyperion, Hem.  
Ophir, Lythrum Robert, Phlox B.S. June, Phlox Sir John Falstaff,  
Phlox World Peace, Phlox Subulata Scarlet Flame, Phlox Sub. White  
Delight, Sedum Maximum Atropurpureum, Veronica Blue Champion,  
Veronica Minuet, - NUNS Ak-Sar-Ben, Bronze Giant, King's Ransom,  
Minn Pink, Princess, Kay, Purple Waters. A \$13.50 Value for \$11.65

DON'T MISS THESE— A MUST IN EVERY GARDEN

#### NUNS\*\*\*\*

Prairie Sunshine ( University of Nebraska) a truly spectacular variety  
which has become one of the most popular early yellow sorts. Huge  
mound like plants 24" high 36" across with fully double 3-5" bright  
sunshine yellow flowers. Blooms from early Sept. until late in the  
season. Price \$ .60 each

#### FLEMING'S NEW MAPLE LEAFED HARDY HIBISCUS \*\*\*\*

Crimson Glory \*\*\* The first in our new unique series. Plants are more  
slender and refined, more upright, like an Althea. Stems are red toned,  
leaves are small and interestingly cut to resemble maple or oak leaves.  
shapely rich Velvety crimson red to maroon red flowers 6-8" across.  
These are deep glowing reds to fluorescent crimson. This is a larger  
flowered, much hardier variety than patented variety, Annie Heming.  
Quantity very limited —\$2.00

#### CORRECTIONS IN CATALOGUE \*\*\*\*

In terms of sale - Orders of less than \$ 3.00 please add 35¢ to order  
to help defray cost of transportation.  
PENSTEMON FLATHEAD LAKE (INDIAN JEWELS) Price 50¢ each



# MONEY SAVING DEPARTMENT

- No. 1 Don't Miss These Outstanding 1959 Introductions - 1 each  
Ak-Sar-Ben, Lustrous, New Gold Nugget, Some Pumpkins, Dandy, Nobility,  
Corsage Cushion, Autumn Splendor. ~~\$6.30~~ ~~\$5.00~~  
A ~~\$6.30~~ Value for ~~\$5.00~~
- No. 2 A Collection of Fleming's Introductions - 1 each  
Amethystine, Copper 'N' Gold, Pink Spoon Cushion, Tiny Rubies, Lovely  
Lass, Snow Sceptre, Whimiscal Cushion.  
A \$4.05 Value for \$3.30
- No. 3 Collection of University of Nebraska Introductions - 1 each  
Ak-Sar-Ben, Gold Ribbon, Plainsman, Pathfinder, Prairie Sunshine,  
White Cloud.  
A \$3.40 Value for \$2.95
- No. 4 Button and Pompom Mum Collection - 1 each  
Bright Eye, Delight, Early Crimson, Gammy, Lustrous, Perfectionette,  
Rosy Morn, Snow Sceptre.  
A \$4.65 Value for \$3.60
- No. 5 Cushion Collection #1 - 1 each  
Lovely Lass, Orange 'N' Gold, Sunny Hill, Tiny Rubies, Whimsical Cush.  
A \$2.95 Value for \$2.55
- No. 6 Cushion Collection #2 - 1 each  
Copper 'N' Gold, Fuchsia Fairy, Golden Fantasy, New Paper White, Pink  
Spoon Cushion, Viv Cushion.  
A \$3.55 Value for \$3.05
- No. 7 Cushion Collection #3 - 1 each  
Early Gold, Gold Ribbon, Lipstick, Minn Pink, Twinkle.  
A \$2.70 Value for \$2.30
- No. 8 A Collection of Giant Flowered Mums - 1 each  
Ak-Sar-Ben, Bronze Giant, Evelyn Garren, Prairie Sunshine, Ruby  
Breithaupt, Ruth Scott.  
A \$3.65 Value for \$3.15
- No. 9 A Collection of Novelty Mums - 1 each  
Ak-Sar-Ben, Golden Fantasy, Jessamine Williams, Pink Spoon Cushion.  
A \$3.25 Value for \$2.85
- No. 10 A Collection of Outstanding New Perennials - 1 each  
Ak-Sar-Ben, Caryopteris Azure, Pentstemon Indian Jewels, Penstemon  
Regality, Sedum Max. Atropurpureum, Veronica Pink Spire.  
A \$4.05 Value for \$3.55
- No. 11 A Collection for Summer Cut Flowers - one each  
Buddleia Charming, Caropteris Blue Mist, Daisy Aglya, Hemerocallis  
Hyperion, Hem. Russell's Minuet, Lythrum Morden's Rose.  
A \$3.15 Value for \$2.65
- No. 12 Hemerocallis Collection - one each  
China Miss., Hyperion, Ophir, Purple Waters, Russel Minuet.  
A \$2.90 Value for \$2.50
- No. 13 A Collection of Plants for Rock Gardens - one each  
Aster Bonnie Blue, Aster Oregon Snow Bank, Dianthus Dinah Weller,  
Iberis Alex Early, Phlox Alex Surprise, Phlox Intensity.  
A \$3.55 Value for \$3.05



## A SPECIAL BONUS OFFER FOR OUR CUSTOMERS

We would like to send our lists to as many gardening enthusiasts as possible. We are therefore extending this special invitation to our customers to act as our advertising agents and in so doing to earn bonus plants for their gardens.

Spaces are provided below for names and addresses of gardening friends which you believe would be interested in hardy plants. Should one or more of the persons suggested by you place an order with us this year we will add bonus plants to your order in the amount of 10% of their orders.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY & STATE \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY & STATE \_\_\_\_\_

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NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY & STATE \_\_\_\_\_



1957 ORDER BLANK  
FLEMING'S FLOWER FIELDS  
Growers of Fine Perennials  
3100 LEIGHTON AVE., LINCOLN 3, NEBR.

SHIP TO \_\_\_\_\_

(Print plainly, please)

STREET ADDRESS \_\_\_\_\_

(Or P.O. Box No. or R.F.D. No.)

POST OFFICE \_\_\_\_\_

STATE \_\_\_\_\_

Quantity

Variety

Amount

IMPORTANT! SEE REVERSE SIDE

TOTAL AMOUNT





# Modern "Mums" For 1959

BULK RATE



## FLEMING'S FLOWER FIELDS

3100 LEIGHTON AVENUE  
LINCOLN 3, NEBRASKA

United States Department  
of Agricultural  
Library  
Washington 25 , D.C.